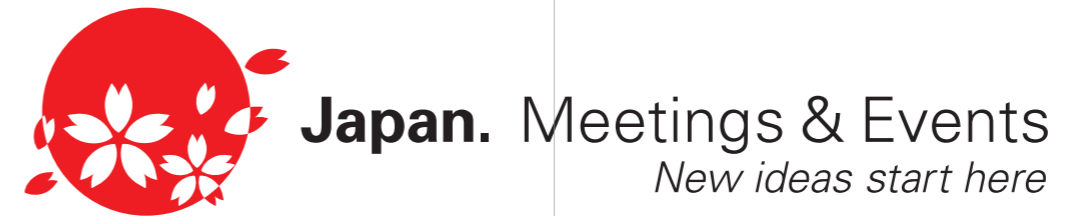


To highlight Japan's advantages as an innovative and exciting meetings and events destination we are adopting the tagline: **New ideas start here.**



New ideas start here

Japan's unique culture and high technology, together with the opportunity for interaction with the Japanese academic, business and industrial community, give participants inspiration and flashes of insight that propel the further evolution of science and industry.



New ideas start here

Introducing our new brand message:

Value **Why choose Japan?**

“Where Knowledge and Talent Meet”

Japan is a place where world-leading scientific and industrial knowledge and talent comes together.

“Gain Flashes of Insight”

Japan’s unique everyday customs, culture, and regional diversity stimulate the senses and intellect, inspiring new ideas and perspectives.

“Track Record and Quality of Conference and Event Management”

High-quality conferences and events grounded in many years of experience and the Japanese spirit of hospitality.

“Safe, Clean Cities”

Public safety throughout Japan and the cleanliness of the country’s cities and venues puts organizers and visitors alike at ease.

Mission ... **How Japan drives progress for all involved in our meetings and events**

“MICE that Lead Business to the Future”

Go beyond the success of MICE, leading also to future developments in science and industry.

“Grasp and Solve the Needs of the MICE Market”

Become better able to grasp and meet the needs of organizers from Japan and overseas.

“Never-ending Innovation”

Aim to take Japan’s MICE to the next level as a global leader unconstrained by conventional MICE methods.

“Develop Japan’s National and Local Industry and Economy”

Achieve real results, contributing to the establishment of a foundation for industry and economic development at the regional and even national level.

Vision **Enhancing value and developing potential**

Japan's Imagination and Intelligence Propel Business into the Future

Coming to Japan brings visitors into contact with the imagination and intelligence of Japan’s people and culture, which underpins the country’s high quality, technological expertise, and creativity.

Holding MICE in Japan enables participants to gain inspiration and flashes of insight that enable future business growth.

In Japan you’ll find new ideas to make your meetings and events more productive.
We offer you not only new ideas, but also the pleasure and satisfaction of success.
Come experience for yourself the future of events in Japan.